COFFILL SCHOOL OF MEMORY

MASTERING NAMES & FACES

"Remember that a person's name is, to that person, the sweetest and most important sound in any language." — Dale Carnegie

Develop the attitude that you must remember names and faces! Here's why: **It's good for your business or job!** You are in the people business. There is no second chance at making a good first impression. This is still true today. And remembering a person's name is the best way to do it.

People can tell a great deal from your attitude. *"What you are thinking speaks so loudly, I can't hear a word you are saying"* -Emerson. If you are truly interested, they will know it. Remembering their name shows a genuine interest. Show them you care! If your attitude has been shaped so that names are difficult for you to remember, you must change that FALSE and NEGATIVE attitude! This affirmation will get you started:

"The past does not equal the future!" -Anthony Robbins. It really doesn't matter if you have not been able to recall names in the past!

"My first priority when meeting anyone is to remember their name!"

(1) **Repeat the name out loud.** Make sure of the pronunciation and even inquire about the correct spelling of first and last names. Ask what you may call them if they have a name that has different variations (i.e. Patricia, Pat or Patti; Trish or Trisha, etc.). Use the name in conversation a few times, but not overtly. Make certain you have their name as you say goodbye.

(2) *****Turn the name into a picture.** Create a 3D/HD Object/Image. Use your imagination and rules for turning abstracts into pictures. Do this at the very first opportunity. (Great news! You will only have to do this step once for any name.) Remember… If you must use the association rule, make sure to use an association that gives you a PICTURE!

(3) **Connect the image to a person's noticeable feature.** Use hard action and kinesthetics. You must actually feel yourself doing the action. Look for the first thing that is striking, noticeable or different about them. Don't agonize about this. Do it quickly, but be specific. (For Example: for a man named Joe who has a scar on his cheek, you would picture yourself splatting a "sloppy joe" on his cheek and rubbing it on and around his scar.) A feature may either be permanent or temporary.

a. Permanent — scar, birthmark, dimples, high cheeks, dark eyes, etc.
b. Temporary — hair style, loud tie, glasses, jewelry, outfit, etc.

(4) **Review the image and action.** Review the image you created along with the hard action that was used. Do this immediately and also periodically while meeting other people (ideally after every 2-3 people you meet).

(5) **Store in long-term memory.** By reviewing anyone's face, their 3D/HD image and action used (two to three times in the next 24 hours), you are telling your memory banks that this is *important*. This will help to insure total recall. Review your tickler files periodically and you'll amaze people by remembering their names and pertinent information about them… weeks, months or even years later!

5 Steps for Remembering Names

1. Repeat the Name Out Loud
2. *Turn the Name into a 3D/HD Object/Image
3. Connect the Image to a Person's Noticeable Feature
4. Review the Image & Action
5. Store in Long-Term Memory